



**SPREAD  
THE HOPE**

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**PEANUT  
BUTTER  
DRIVE**



**September 1-30, 2021**

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# Thank you!

Thank you for getting involved in the Peanut Butter Drive to help feed hungry North Texans! Through your food drive, you're helping to end hunger right here in our community.

Take a few minutes to look over this handbook. We hope the ideas and tips you find here will help you make your drive a success!

The funds you raise throughout your campaign will soon end up as peanut butter on the table of someone in need. It will provide more than a meal; for that hungry child, senior or family who has wondered where their next meal will come from, it means hope! While coordinating a peanut butter drive can be hard work, we hope this virtual drive and handbook will make it much easier. And remember, the funds you raise directly impact your neighbors in need.

Because of people like you who have committed their time and energy to fight hunger, the North Texas Food Bank is able to provide access to more than 345,000 meals every day to those in need! We could not do this work without dedicated individuals like you!

Thank you again for your commitment! We wish you success and fun in your upcoming peanut butter drive!

Sincerely,

The NTFB team



# Peanut Butter Drive Process

## Peanut Butter Drive 2021

### The two options

Similar to last year, you have the option to collect physical peanut butter or collect “virtual” peanut butter.

1. Physical peanut butter can be collected and delivered to NTFB
2. Virtual Peanut Butter can be purchased at [ntfb.org/VirtualPBDrive](https://ntfb.org/VirtualPBDrive).

### How to participate in three easy steps:

1. Donate directly to the Virtual Peanut Butter Drive (URL above) where every dollar is equal to one pound of peanut butter (16oz jar).
2. Set up your own “fundraiser page” or “team page” on the Virtual Peanut Butter Drive and collect peanut butter with friends and family.
3. Host a physical peanut butter drive using resources available in the toolbox below. The peanut butter you collect must be delivered to the NTFB Plano campus donation door. Our staff will weigh the boxes and provide you a receipt with total pounds collected.

If you have any questions, please contact [PBD@ntfb.org](mailto:PBD@ntfb.org)

### NTFB Plano Campus Address:

North Texas Food Bank: HEB Donation Door

3677 Mapleshade Ln

Plano, TX 75075



# Spread the Word about Your Peanut Butter Drive!

There are many ways you can spread the word about your peanut butter drive among potential participants.

- Create a team on our [Virtual Peanut Butter Drive](#) and invite friends and family.
- Share your “Team” or fundraiser through social media or share with your work team through email.
- If you are collecting Peanut Butter for your work or organization, use the social media posts provided in the toolbox to share on your page.
- Include peanut butter drive details in your group’s newsletter.
- Add details about your drive in the Peanut Butter Drive flyer and hand out to colleagues and contacts.
- Send email reminders to participants the day the peanut butter drive begins and send an email progress report halfway through the drive.

## Social Media Tips

- Share your fundraiser on Facebook or Twitter and invite friends to join.
- Use graphics like those in our toolbox (page 10), or create your own using free sites.
- Create a Facebook Event page
- Tag NTFB in your posts:
  - **Twitter:** @ntfb
  - **Facebook:** @North Texas Food Bank
  - **Instagram:** @northtexasfoodbank
  - **LinkedIn:** @North Texas Food Bank
- Use hashtags like #NTFB, #PeanutButterDrive, or #FightHunger.



# Raising Funds during Your Peanut Butter Drive

## What if you have a cash donation?

Throughout your peanut butter drive, you may receive cash donations. Please convert your cash and coins to a check or money order and place it in a sealed envelope. Please note the Collin County Peanut Butter Drive on the Check or money order. You can drop off your donation during business hours or mail your check directly to NTFB at:

**North Texas Food Bank  
3677 Mapleshade Ln  
Plano, TX 75075**



# Frequently Asked Questions

## **What support can NTFB provide for my virtual Peanut Butter Drive?**

NTFB can provide flyers, social media graphics, and best practices to make your drive a success. All of these are in the toolbox below.

## **What if I live far from the food bank, can I still host a Peanut Butter Drive for NTFB?**

Yes! NTFB serves 13 counties (Dallas, Denton, Collin, Grayson, Fannin, Lamar, Delta, Hopkins, Hunt, Rockwall, Kaufman, Ellis, and Navarro). If you live in one of these counties, we are able to provide support for your peanut butter drive. If you do not live in one of these counties, you may want to visit [FeedingAmerica.org](https://FeedingAmerica.org) to learn which food bank serves your community.

## **When is the Peanut Butter Drive?**

The peanut butter drive takes place during the month of September, also known as Hunger Action Month. If you collect physical peanut butter, you can deliver to the food bank until October 22, 2021.

## **Do I need to communicate with NTFB prior to hosting a virtual Peanut Butter Drive?**

Nope, just host a virtual drive at [ntfb.org/VirtualPBDrive](https://ntfb.org/VirtualPBDrive) or deliver peanut butter to the food bank. We'll take care of the rest.

## **Where can we pick up Peanut Butter Drive boxes?**

Boxes are available for pick up at our Plano campus (Perot Family Campus: 3677 Mapleshade Lane, Plano, TX 75075).

## **Can I request that NTFB deliver Peanut Butter Drive boxes to me?**

Unfortunately, we are unable to utilize our transportation resources for drop-off or pick-ups.

## **If we are donating money this year, how do we know it goes to peanut butter?**

Great question! NTFB prides itself on its transparency and sincerity. All funding coming from the Virtual Peanut Butter drive will be officially restricted to peanut butter purchases to benefit our programs.



## Frequently Asked Questions (cont.)

### **If I decide to donate physical peanut butter, what should I donate?**

16 oz., plastic jars of any brand of peanut butter is our preferred size. Other nut butters, such as almond butter, hazelnut butter, sunflower seed butter, and soynut butter are also accepted. Please refrain from donating glass containers as they may break during transport.

### **Can NTFB pick up my peanut butter donations? Where can I deliver my donation?**

Unfortunately, this year we are unable to commit to any pick-ups. Our distribution team is fully committed to delivering nutritious food to our program sites and Partner Agencies at this time. If you choose to deliver physical peanut butter, please deliver it to our Plano campus at: **3677 Mapleshade Ln Plano, TX 75075.**

### **Why Peanut Butter?**

Glad you asked. Peanut butter is kid-friendly, nutritious and high in protein. It's also a food item that might be considered expensive, therefore not being a popular donated item to NTFB.

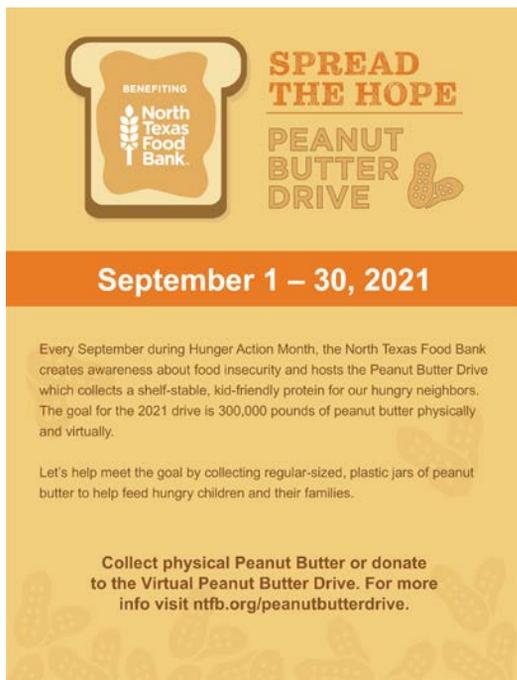
### **What on earth did you do with all the peanut butter from last year?**

Last year we raised 287,297 lbs./\$ of peanut butter and distributed them to kids in our Food 4 Kids program, families in our Mobile Pantry program, and hungry North Texans through all of our Partner Agencies.

**Still have questions?  
Contact us at [PBD@ntfb.org](mailto:PBD@ntfb.org)**



# Collin County Peanut Butter Drive Tool Box



The flyer features a logo of a peanut butter jar with the text "BENEFITING North Texas Food Bank" inside. To the right, the text reads "SPREAD THE HOPE PEANUT BUTTER DRIVE" with a small peanut butter jar icon. Below this is a date bar: "September 1 – 30, 2021". The main text describes the drive's purpose and goal. At the bottom, it provides instructions on how to donate and a website link.

**BENEFITING**  
North  
Texas  
Food  
Bank

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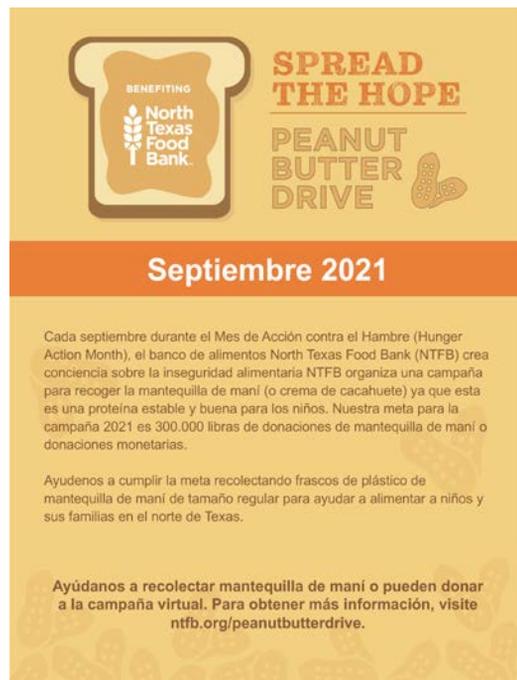
**September 1 – 30, 2021**

Every September during Hunger Action Month, the North Texas Food Bank creates awareness about food insecurity and hosts the Peanut Butter Drive which collects a shelf-stable, kid-friendly protein for our hungry neighbors. The goal for the 2021 drive is 300,000 pounds of peanut butter physically and virtually.

Let's help meet the goal by collecting regular-sized, plastic jars of peanut butter to help feed hungry children and their families.

**Collect physical Peanut Butter or donate to the Virtual Peanut Butter Drive. For more info visit [ntfb.org/peanutbutterdrive](http://ntfb.org/peanutbutterdrive).**

English Flyer



The flyer features a logo of a peanut butter jar with the text "BENEFITING North Texas Food Bank" inside. To the right, the text reads "SPREAD THE HOPE PEANUT BUTTER DRIVE" with a small peanut butter jar icon. Below this is a date bar: "Septiembre 2021". The main text describes the drive's purpose and goal in Spanish. At the bottom, it provides instructions on how to donate and a website link.

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**Septiembre 2021**

Cada septiembre durante el Mes de Acción contra el Hambre (Hunger Action Month), el banco de alimentos North Texas Food Bank (NTFB) crea conciencia sobre la inseguridad alimentaria NTFB organiza una campaña para recoger la mantequilla de maní (o crema de cacahuete) ya que esta es una proteína estable y buena para los niños. Nuestra meta para la campaña 2021 es 300,000 libras de donaciones de mantequilla de maní o donaciones monetarias.

Ayúdenos a cumplir la meta recolectando frascos de plástico de mantequilla de maní de tamaño regular para ayudar a alimentar a niños y sus familias en el norte de Texas.

**Ayúdanos a recolectar mantequilla de maní o pueden donar a la campaña virtual. Para obtener más información, visite [ntfb.org/peanutbutterdrive](http://ntfb.org/peanutbutterdrive).**

Spanish Flyer



# Collin County Peanut Butter Drive Tool Box



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Digital Graphic



# Collin County Peanut Butter Drive Tool Box



Social Media Graphic



Twitter Digital Graphic

